The last few years have seen a dramatic rise in visual-based social media. We shouldn’t be surprised, through:

60,000x faster
Our brains process visuals faster than text.

Ergo, visual-based social media networks are booming...

Five tweets per second contain a Vine link.

“‘You’ve Got Mayer!’”
From Tumblr’s acquisition for $1.1 billion, to buying startup Vizify that specializes in creating interactive infographics based on users’ social media data, Yahoo! is hoovering up visual-based social platforms at a frightening rate.

$1.1 billion

IT’S NOT ABOUT ‘ONE-SIZE-FITS-ALL’ THOUGH...
Consider who your prospects actually are...

B2C... want visual marketing. Think Vine.
B2B... are open to longform content. Think LinkedIn.

AND IT’S NOT JUST ABOUT THE ‘BIG FOUR’ EITHER...
Have you heard of the social networks...

QZone, Tencent Weibo or Sina Weibo? If you have plans to market in Russia or China, you should have.

Social media is going visual and bite-sized. All social networks must now be considered.

Different territories prefer different networks.

Some countries have their own specific networks.

Test your messaging across different channels.

REMEmBER:
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DISCOVER YOUR OWN SOCIAL MEDIA BENCHMARKS.

FIND OUT MORE:
#THESOCIALINFLUENCER
oracle.com/goto/thesocialinfluencer

01 02 03 04 05

01 The Power of Visual Communication, Billion Dollar Graphics
02 Brands on Vine, The 7th Chamber
03 Geolocation Analysis of Twitter Accounts, Semiocast
04 Most Popular Social Networking Sites By Country, The Main Street Analyst

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